

## Message Text

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ACTION EUR-12

INFO OCT-01 IO-13 ISO-00 CIAE-00 COME-00 EB-07 INR-07

LAB-04 NSAE-00 SIL-01 DOTE-00 DODE-00 PA-02 USIA-15

PRS-01 SP-02 L-03 TRSE-00 /068 W

----- 097061

R 061015Z MAY 76

FM AMEMBASSY ROME

TO SECSTATE WASHDC 7401

INFO US MISSION EC BRUSSELS 7211

USDEL MTN GENEVA

UNCLAS ROME 7362

E.O. 11652: N/A

TAGS: ETRN, ETRD, IT

SUBJECT: FIAT INCREASES AUTOMOBILE PRICES

REF: ROME 4336

1. EFFECTIVE MAY 5, 1976 FIAT INCREASED PRICES ON THE ITALIAN MARKET OF ALL ITS AUTOMOBILES EXCEPT THE POPULAR, LOW-PRICED 126 MODEL. THIS IS THE THIRD PRICE INCREASE ANNOUNCED BY FIAT THUS FAR IN 1976.

2. FIAT'S NEW PRICE LIST, EXCLUSIVE OF THE VALUE ADDED TAX (VAT), IN LIRE, IS AS FOLLOWS:

| MODEL            | PRICE     | PERCENT INCREASE |
|------------------|-----------|------------------|
| ----             | ----      | -----            |
| 127 2-DOOR       | 2,070,000 | 10.11            |
| 127 3-DOOR       | 2,160,000 | 3.10             |
| 128 1,100 2-DOOR | 2,305,000 | 6.00             |
| 128 1,100 4-DOOR | 2,435,000 | 6.10             |
| 128 1,300 2-DOOR | 2,405,000 | 5.95             |
| 128 1,300 4-DOOR | 2,535,000 | 6.07             |
| 128 1,100 3-DOOR | 2,790,000 | 3.91             |

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|                  |           |      |
|------------------|-----------|------|
| 128 1,300 3-DOOR | 2,890,000 | 3.96 |
|------------------|-----------|------|

|                  |           |      |
|------------------|-----------|------|
| 131 1,300 2-DOOR | 2,805,000 | 3.98 |
| 131 1,300 4-DOOR | 2,970,000 | 3.85 |
| 131 1,300 WAGON  | 3,230,000 | 3.86 |
| 131 1,600 2-DOOR | 2,920,000 | 3.91 |
| 131 1,600 4-DOOR | 3,085,000 | 3.57 |
| 132 1,600 GL     | 3,490,000 | 5.12 |
| 132 1,800 GLS    | 3,885,000 | 5.00 |

3. /COMMENT/. ALTHOUGH FIAT ANNOUNCED THE PRICE INCREASES  
WERE NECESSARY BECAUSE OF RECENT COST-OF-LIVING WAGE  
INCREASES (REQUIRED BY ITALIAN LAW) TO ITS EMPLOYEES,  
THESE PRICE ADJUSTMENTS MIGHT ALSO BE LINKED TO AUTOMOBILE  
ANTI-DUMPING CASE.VOLPE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** REPORTS, PRODUCTION DATA, AUTOMOBILES, EXPORT PRICES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 MAY 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976ROME07362  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760175-0801  
**From:** ROME  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760584/aaaactpd.tel  
**Line Count:** 74  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 ROME 4336  
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**Review Authority:** schwenja  
**Review Comment:** n/a  
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**Review Date:** 02 JUL 2004  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FIAT INCREASES AUTOMOBILE PRICES  
**TAGS:** ETRN, ETRD, IT, FIAT  
**To:** STATE  
**Type:** TE  
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